



Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

Job title: Engagement and Communications Lead

Department/Division: Statistics

Accountable to: Department Manager

Job Summary

The post-holder will report to the Department Manager and will be responsible for:

- Effectively managing and publicising the Department's events programme including research seminars, conferences, public events and key annual student events, such as the annual student ball and residential trip to Cumberland Lodge.
- Acting as the Department's Communications Manager to ensure that the Department's key messages are disseminated effectively to a range of audiences, including:
 - Developing, implementing, maintaining and updating the Department's Communications strategy.
 - Managing external and internal communications for the Department.
 - Designing and developing the Department's external web presence strategy using social media and the website
 - Working with faculty and students to promote the Department's activities to a wide range of audiences.
 - Working with faculty to build industry partnerships with a view to marketing and promoting the Department externally.
 - Working closely with the Research Division and the Department's Research Committee to measure the impact of the Department's research in preparation for the Research Excellence Framework.
- Developing, maintaining and promoting the Department's external engagement activities, working closely with a range of stakeholders and exploring opportunities for collaborating with industry, Government and potential donors.
- Developing, maintaining and promoting the Department's alumni network and delivering careers and alumni events
- Managing the Department's alumni relations and developing a strategy.
- Line managing the Engagement and Communications Officer and part-time Communications Officer.



Duties and Responsibilities

Communications

- Developing and implementing a Departmental communications strategy to promote the Department's research and engagement activities internally and externally.
- Developing, managing and producing a range of appropriate internal and external communication methods to ensure student and staff engagement and build external audiences/followers.
- Working with the Programmes Team to devise student-facing events and initiatives to improve student engagement, employment and professional development opportunities and contributing to building a student-friendly community in the Department.
- Ensuring all communications are in the appropriate format for a wide variety of internal and external audiences and that news items, marketing documents, statements, etc., are accurate and correct.
- Developing and managing a Departmental Wiki for departmental documents and information.
- Leading and developing the Department's digital media presence including, X, LinkedIn, Instagram, and others, using the most appropriate voice for each.
- Maintaining awareness of communication tools, channels and analytics in order to continually improve the Department's methods for engaging with faculty, students, and the public.
- Working closely with the Deputy Head of Department for Research and the Research and Finance Manager to actively promote research impact case studies for the Research Excellence Framework (REF), to increase the visibility of research for non-academic audiences.
- Attending School-wide meetings, working groups and briefings to stay informed of new School-level systems or initiatives and/or to provide feedback on the Department's recommendations for improving working with other School divisions / services.
- Working with faculty to develop fundraising, alumni and communications strategy, serving on relevant committees and working groups.
- Producing and distributing an engaging quarterly Alumni newsletter, working across the Department and School to collate and deliver content.

External Engagement

Working with academic colleagues, students, alumni and external stakeholders to:

- Lead on the organisation and delivery of departmental events including seminars, conferences, residential weekends, public lectures, careers and alumni networking events, etc., including planning, promotion, delivery and review.
- Take responsibility for all aspects of events organisation including liaison with participants, speakers, LSE Communications Division, Finance Division, Security, Estates and other relevant parties.
- Develop a tailored programme of Departmental Careers and Alumni events in partnership with LSE Careers and LSE Philanthropy and Global Engagement (PAGE).
- Lead on developing strategies to grow industry partnerships with a view to creating opportunities for placements, internships and research studentships, working with departmental academic colleagues and PAGE on this.
- Plan, coordinate and manage the practical delivery of all external engagement activities and events including:
 - Forecast and manage budgets
 - Internal and external venue booking
 - Catering
 - Effective marketing of events via a variety of on and offline channels, maintaining marketing lists and producing marketing materials



- Organising audio-visual equipment
 - Invitations, guest lists and follow-ups
 - Booking national and international travel and accommodation as required
 - Booking, managing and coordinating temporary events assistants and student volunteers as necessary
 - Liaising with the Deputy Department Manager for Teaching and Programme Delivery to ensure PSS attendance and support at external student events
 - Managing access requests for guests
 - Event-related financial administration such as producing purchase orders and processing invoices
- Working with the part-time Communications Officer and Engagement and Communications Officer to supplement content from the Department's external engagement and events with video, interviews, blogs, podcasts and social media posts, etc., for promotional and marketing purposes.
 - Working with the Deputy Department Manager for Teaching and Programme Delivery in maintaining a calendar of all events in the Department to ensure event clashes are minimised.
 - Attending School-wide meetings, working groups and briefings that affect the delivery of events to stay abreast of new School-level systems or initiatives and/or to provide feedback on the Department's recommendations for improving working with other School divisions/services.

Line Management

- Line-management of the part-time Communications Officer and Engagement and Communications Officer, including recruitment, induction, training, performance reviews, workload planning, leave and absence, motivation and reward.
- Overseeing the team's rota and ensuring cover at all events, managing additional, hourly paid, ad hoc staff at large events.
- To deal promptly with any issues of concern.
- To foster collegial atmosphere between colleagues.
- To manage a blended working environment together with the Department Manager, balancing business need with flexibility, working with the School's blended working policy.
- To participate in regular meetings with the Department's PSS leadership team, which includes the Department Manager, Deputy Department Manager for Teaching and Programme Delivery, and Research and Finance Manager, to provide coordinated direction and leadership to the Department's administration.

General

- Maintain an outstanding level of attention to detail in all aspects of the role.
- Plan, prioritise and organise own work in accordance with agreed deadlines and objectives.
- Resolve problems when an immediate solution is not apparent and make independent decisions to solve problems using initiative and judgement.
- Work effectively as part of a team and with other departmental and School colleagues.
- Take a proactive approach towards personal and professional training and development.
- Participate constructively in team meetings, one-to-one meetings and in the wider departmental meetings.
- Offer ad hoc support to the PSS team during busy periods and provide cover during periods of absence.
- Participate in internal networks and demonstrate excellent communications skills.
- Participate in external networks to promote good relations and ensuring a positive impression of the Department and School.
- Undertake other duties which are consistent with the nature and grade of the post, in response to departmental needs.



Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

Equity, Diversity and Inclusion (EDI)

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

Ethics Code

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: [click here](#)

Environmental Sustainability

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.